×	x		
Que	uestion Paper with Final (Revised) Answer Key for the Post of	ub Editor	held on 03-11-2018
	remcode : SE1001		I
Q1:	1: Sardar K M Panikkar was associated with		
A	Hindustan Times		
В	The Telegraph		
С	The Times Of India		
D	The Tribune		
Cor	orrect Ans: A		
Iton	remcode : SE1002		
Q2:		analysis ?	
Α			
В			
С	Media		
D	Effects		
Cor	orrect Ans: B		
	remcode: SE1003		7
Q3:	3 3 ,	sign is referred to a	45?
Α			
В			
С	Encoding		
D	<u> </u>		
Cor	orrect Ans: C		
Iter	remcode : SE1004		
Q4:	4: Gerbner's General Model emphasizes thenature of human commun	ication	
A	Unipolar		
В	Dynamic		
С	Linear		
D	Bipolar		
Cor	orrect Ans: B		
Itor	remcode : SE1005		
Q5:		vell McCombs and [Donald Shaw
A	1		
В			
С			
D	1973		
Cor	orrect Ans: C		
	remcode: SE1006		
Q6:	<u>'</u>		
A			
В	<u>'</u>		
С			
D			
Cor	orrect Ans: B		

	Itemcode : SE1007		
Q7:			
Α _	Inter personal communication		
В	Intra personal communication		
С	Media Literacy		
D	Multi-tasking		
Cor	rect Ans: C		
Iter	ncode : SE1008		
Q8:	In 1875, the Statesman was founded by		
A	Rudyard Kipling		
В	Robert Knight		
С	John Corbett		
D	James Silk		
Cor	rect Ans: B		
There			
Q9:	ncode : SE1009 Who coined the term 'Medium is the massage"		
Α	Marshall McLuhan		
В	EM Rogers		
С	Paul Streenten		
D	John Locke		
Cor	rect Ans: A		
	ncode: SE1010		
	2: Which of the following is not a Hindi Magazine?		
Α	Vanitha Constant Parties		
В	Samanya Gyan Darpan		
C	Pratiyogita Darpan Saras Salil		
D	rect Ans: A		
Cor	rect ans: A		
<u>Iter</u>	ncode : SE1011		
Q1:	In a news story where the name of the reporter appear is known as		
A	By-line		
В	Side-head		
С	Middle-head		
D	Right -head		
Cor	rect Ans: A		
Thor	anada (CE1013		
	ncode: SE1012 2:is the considered to be concerned newspaper's Opinion.		
Α	Editorial		
В	Interview		
С	Column		
D	Article		
	rect Ans: A		
Itemcode : SE1013 Q13: Identify the software that is not applied for designing page layout.			
	InDesign		

В	MixPad		
С	QuarkXpress		
D	PageStream		
Cor	rrect Ans: B		
	mcode : SE1014 4: Text under photographs explaining image is also called as?		
A	Caption		
В	Credits		
С	Crosshead		
D	Write-Up		
Cor	rect Ans: A		
	ncode : SE1015 5: United News of India (UNI) started its operations in the year of?		
A	1961		
В	1971		
С	1981		
D	1991		
Cor	rrect Ans: A		
	Itemcode : SE1016 Q16: Identify the chronological order of following news agencies of India		
Α	Samachar Bharti, Press Information Bureau, Press Trust Of India, United News Of India		
В	Press Information Bureau, Samachar Bharti, Press Trust Of India, United News Of India		
С	Press Information Bureau, Press Trust Of India, United News Of India, Samachar Bharti		
D	Press Information Bureau, Press Trust Of India, Samachar Bharti, United News of India		
Cor	rrect Ans: C		
	ncode: SE1017 7: Which of the following is not an element of News?		
A	Proximity		
В	Human Interest		
С	Ambiguity		
D	Oddities		
Cor	rect Ans: C		
Itemcode : SE1018 Q18: Reuters was founded in the year ? A 1849			
В	1851		
С	1880		
D	1980		
Correct Ans: B			
Itemcode: SE1019 Q19: "z-fold" a term associated with ?			
A	TV Commercials		
В	Brochure		
С	Signage		

D	Bill board		
Co	rrect Ans: B		
	Itemcode: SE1020 Q20: Who wrote the book 'Public Opinion''?		
A	Walter Lippmann		
В	Herbert Gans		
С	E.M. Rogers		
D	John Keane		
Co	rrect Ans: A		
	 mcode: SE1021 A genre of journalism that intentionally and transparently adopts a non-objective viewpoint, usually for some social or political purpose is called as ? 		
A	Advocacy journalism		
В	Parachute Journalism		
С	Propaganda		
D	Solution journalism		
Co	rrect Ans: A		
Ite Q2	mcode : SE1022 2:is a term used for a trainee journalist ?		
A	Crop		
В	Jurno		
С	Beginer		
D	Cub		
Co	rrect Ans: D		
<u>Ite</u>	<u>mcode</u> : SE1023		
Q2	3: In media parlance 'MOJO' means?		
A	Music Journalism		
В	Sports Journalism		
С	Mobile journalism		
D	Lifestyle Journalism		
Co	rrect Ans: C		
Itemcode : SE1024 Q24: Who was the first news reader of Doordarshan ?			
A	Pratima Puri		
В	Salma Sultan		
С	Vijayalaxmi Chabbra		
D	Prannay Roy		
Co	rrect Ans: A		
Itemcode : SE1025 Q25: Which among these is not a dialect spoken in Himachal Pradesh			
A	Sirmauri		
В	Keonthali		
С	Chambiali		
D	Maithili		
Co	rrect Ans: D		

Itemcode: SE1026 Q26: Beat mixing can be prudently described as ? Continuous mix between two pre-recorded tracks Playing two songs at the same time so that the beats of one song occur at the same time as the other c Smooth transitions from one sound to another Times tretching an upcoming track to match its tempo to the currently playing track Correct Ans: B Itemcode : SE1027 Q27: The Nifty Fifty in camera describes? A A shutter speed technique **B** A term used to describe 50 year old photographers A 50mm f1.8 lens **D** The focal length that is best for sports Correct Ans: C Itemcode: SE1028 Q28: Shot taken from a helicopter can be called as ? A Bridging shot Ellipsis Low Shot Aerial Shot Correct Ans: **D** Itemcode: SE1029 Q29: Prasar Bharati was established in the year ? 1997 В 1976 С 1970 1959 Correct Ans: A Itemcode : SE1030 Q30: The term 'Film Noir' was coined by? A Nino Frank Arnett, Robert Snee, Brian **D** Foster Correct Ans: A Itemcode: SE1031 Q31: Section_ of the Indian penal code defines defamation? **A** 448 В 479 С 489 499 Correct Ans: **D**

Q32: Article 361A of Indian constitution deals with ?

Itemcode : SE1032

Α	Freedom of Press		
В	Freedom Of speech		
С	Protection of publication of copyright contents		
D	Protection of publication of proceedings of Parliament		
Cor	rect Ans: D		
	ncode: SE1033 3: Spoken form of defamation is called?		
A	Argot		
В	Libel		
С	Contempt		
D	Slander		
Cor	rect Ans: D		
_	ncode : SE1034 4: Bengal Gazette, the first newspaper of India was first published in the year?		
Α	1689		
В	1780		
С	1889		
D	1989		
Cor	rect Ans: B		
	ncode : SE1035 5: Who from the following list is not a recipient of `Jnanpith Award' ?		
A	Rehman Rahi		
	Pratibha Ray		
С	Krishna Sobti		
D	Chandrasekhar Rath		
	rect Ans: D		
COI	Tett Alls. D		
	ncode : SE1036		
Q3	5: Hindi Journalism Day is celebrated on ?		
A	30th May		
В	30th June		
С	15th April		
D	17th November		
Correct Ans: A			
Iter	ncode : SE1037		
Q3	7: Identify the correct chronological sequence of following novels		
A	Ganadevata, Chitra, Durgeshnandini, Devdas		
В	Chitra, Durgeshnandini, Devdas, Gandevata		
С	Durgeshnandini, Devdas, Chitra, Gandevata		
D	Durgeshnandini, Chitra, Devdas, Gandevata		
Correct Ans: D			
Itamcoda : SE1038			
Itemcode : SE1038 Q38: `Sarvodaya' a term coined by ?			
A	Gopal Krishna Gokhale		
В	Vinoba Bhave		

С	Mahatma Gandhi	
D	Ishwar Chandra Vidyasagar	
Cor	rrect Ans: C	
T1		
	ncode : SE1039 9: The first Indian talkie film was	
Α	Babula	
В	Bandini	
С	Alam Ara	
D	Pyasa	
Cor	rect Ans: C	
	ncode: SE1040 D: Which of the following is not a form of traditional media ?	
A	Literature	
	Painting	
В	Television	
C D	Music	
	rect Ans: C	
COI	Tett Alls. C	
	ncode : SE1041 1: Free Press of India (FPI) was established by	
A	Kuldip Nayar	
В	Dr. BC Roy	
С	S Sadanand	
D	J.B Petit	
Cor	rrect Ans: C	
	ncode: SE1042 2: AIR was formally launched in	
Α	1978	
В	1947	
С	1936	
D	1927	
Cor	rect Ans: C	
	ncode: SE1043 Which of the following term is not related to online media?	
A	Weblog	
В	Phishing	
С	Website	
D	Gravure	
Cor	rect Ans: D	
Thompsedo J CE1044		
Itemcode : SE1044 Q44: Who is the chairman of FTII ?		
A	Gajendra Chauhan	
В	Anupam Kher	
С	Saeed Akhtar Mirza	
D	Girish Karnad	

Correct Ans: B Itemcode: SE1045 Q45: What is common between Sudhir Dar, Kutty and Maya Kamath? Film Direction Crime Reporter С Cartoonist None of these Correct Ans: C Itemcode : SE1046 Q46: Unsolicited E-mail advertising is known as Trash Spam Junk Ads Forums D Correct Ans: B Itemcode: SE1047 Q47: Who has been honoured with Dada Saheb Phalke award in 2017? Vinod Khanna Gulzar c Manoj Kumar Shashi Kapoor Correct Ans: A <u>Itemcode</u>: **SE1048** $\textbf{Q48:} \quad \text{Find out the correct chronological sequence of following networks of India} \; .$ Star, Zee, Sony, Doordarshan B Doordarshan, Star, Zee, Sony Sony, Zee, Doordarshan, Star D Zee, Star, Doordarshan, Sony Correct Ans: B Itemcode: SE1049 Q49: ABC stands for A Anti Bureaucracy Audit Bureau of Circulation С All India Broadcasting Commission None of the Above Correct Ans: B Itemcode : SE1050 Q50: Which is the oldest radio station in Asia? Voice of City Vividh Bharati В Radio Ceylon Tiajin People's Radio Correct Ans: C

Itemcode: SE1051

 $\textbf{Q51:} \quad \text{Which of the following personality was not associated in the First Press Commission ?}$ V.K.R.V. Rao Chalapathi Rau Justice PB Sawant D Justice GS Rajadhyaksha Correct Ans: C Itemcode : SE1052 Q52: 'Sit-Com' stands for A Setting Communication Sit-Ons Situation Comedy **D** None of the above Correct Ans: C Itemcode: SE1053 Q53: Bal Gangadhar Tilak was associated with which daily? A Hindu Kesari **c** Bombay D Indian Gazette Correct Ans: B Itemcode: SE1054 Q54: Varghese committee was formed to give recommendations on Radio and TV Popularity Media Autonomy Central Publicity Newsprint Supply Correct Ans: B Itemcode : SE1055 **Q55:** Which of the pair is correct? A M J Akbar : A train to Pakistan Khuswant Singh: Emergency Retold Coomi Kapoor : The Emergency None of the Above Correct Ans: C Itemcode: SE1056 **Q56:** David Ogilvy is associated to Sting Advertising **c** Bureaucracy None of these Correct Ans: B Q57: New India weekly was established by..... Mahatma Gandhi

В	Bipin Chandra Pal	
С	B.G. Horniman	
D	Bal Gangadhar Tilak	
Co	rrect Ans: B	
	emcode : SE1058 5 8: Havas is a well-known media organization, which has its headquarters in	
Α	France	
В	Australia	
С	The United States	
D	Canada	
	prrect Ans: A	
-	TOUR THE TOU	
	emcode : SE1059	
Q!	59: Which of the pair is not correct ?	
Α	Bengal Harkuru-1795	
В	The Telegraph- 1878	
С	Samvad Kaumudi -1821	
D	Times of India -1838	
Co	rrect Ans: B	
It	emcode : SE1060	
	60: Mistake in news reading is known as	
A	Ident	
В	Fluff	
С	Foot in the door	
D	Lift	
Co	prrect Ans: B	
	emcode: SE1061 51: Hard News is mostly	
A	Spot News	
В	Society News	
С	Entertainment News	
D	Filler News	
	prrect Ans: A	
	THE CALLS A	
	emcode : SE1062	
Q	52: Which among the following films made by Satyajit Ray, the story was not taken from Rabindranath Tagore?	
A	Charulata	
В	Ghare Baire	
С	Devi	
D	Postmaster	
Correct Ans: C		
Itemcode : SE1063		
Q63: Which of the pair is not correct ?		
A	Nike : Just Do It	
В	Apple : Think Different	
С	Tesco : Every little helps	

BMW: Advancement through Technology Correct Ans: **D** Itemcode: SE1064 **Q64:** Who is the author of the book 'Everybody Loves a Good Drought' ? P. Sainath В Rakesh Sinha M.J. Akbar **D** Javed Anand Correct Ans: A Itemcode: SE1065 Q65: The Human Development Index was Created by...... A Mohamme Yunus and Amartya Sen Mehbub-ul-Haq and Meghnad Desai c Amartya Sen and Mehbub-ul-Haq Manmohan Singh and Keith Griffin Correct Ans: C Itemcode: SE1066 **Q66:** Which of the following is not a microblogging site? Twitter Pinterest Plurk **D** Whatsapp Correct Ans: D Itemcode: SE1067 Q67: Resolution of an image describes... A The quality of the image **B** The clarity of an image **c** The size of the image in pixels **D** Color and Contrast of the image Correct Ans: C Itemcode : SE1068 Q68: Because of which factor 'Bird Flue menace in India' becomes more important for your readers than 'Accident in London'? A Oddity Prominence **c** Proximity **D** Emotion Correct Ans: C Itemcode: SE1069 **Q69:** `Which of the following is not a correct pair? A Prajavani : Daily newspaper **B** We the people: Talk show c DY365 : Community Radio **D** Sarita : Magazine Correct Ans: C

Itemcode : SE1070 Q70: The frequency range of FM Broadcast is-80MHz-110MHz в 88MHz-108MHz 88MHz-110MHz **D** 80MHz-108MHz Correct Ans: B Itemcode : SE1071 Q71: Which of the following are components of central processing Unit (CPU) A Arithmetic Logic unit, Mouse Arithmetic Logic unit, Control unit Arithmetic Logic unit, Integrated Circuits Control Unit, Monitor Correct Ans: B Itemcode: SE1072 Q72: Full form of URL is ? Uniform Resource Locator В Uniform Resource Link Uniform Registered Link Unified Resource Link Correct Ans: A Itemcode: SE1073 Q73: Gatekeeping in mass communication is... A Being vigilant in order to curb all the malpractices Selection and editing of messages to be transmitted via mass mediums C Both 'a' and 'b' None of the above Correct Ans: B Itemcode: SE1074 Q74: The word 'language' comes from the Latin word 'Lingua' which means Tongue В Teeth С Larynx Throat Correct Ans: A Itemcode : SE1075 Q75: Which part of the Indian Constitution contains Fundamental Duties? B Part-IV-A Part-IV D Part-V Correct Ans: B Itemcode: SE1076

Q76: Who is Developer of 'Hike'?

Kavin Bharti Mittal

В	Sundar Pichai	
С	Chris Hughes	
D	Dustin Moskivitz	
Cor	Correct Ans: A	

Itemcode: SE1077
Q77: Which of the following is not a correct pair?

A Bild: Germany
B Guangzhou Daily: Japan
C People's Daily: China
D Amar Ujala: India

Correct Ans: B

Itemcode : SE1078	Q78: Pick the odd one out
A	Spotlight
B	No Country for Old men
C	Crash
D	Cold Mountain
Correct Ans: S	(S Denotes question scrapped and weight-age to all)

| Itemcode : SE1082 | Q82: According to 2011 census Una District of H.P. had the highest male work participation rate. Which district had second highest participation rate ?

A Kinnaur | B Bilaspur

С	Sirmour	
D	Solan	
Cor	rect Ans: D	
_	ncode: SE1083 : Where did Lord Dalhousie, the Governor - General of India, preferred to stay during his visit to Shimla?	
A	Chinni	
В	Kasauli	
c	Chail	
D	Kufri	
	rect Ans: A	
	ncode : SE1084	
Q84	LE At which place in Una District of H.P. is Pir Nigaha fair celebrated ?	
A	Babbhor	
В	Basholi	
С	Jatoli	
D	Ambota	
Cor	rect Ans: B	
Iter	ncode : SE1085	
_	•• When were Kotgarh and Kotkhai areas of Punjab transferred to H.P. ?	
A	1948	
В	1950	
С	1952	
D	1954	
Cor	rect Ans: B	
Thou		
	ncode: SE1086 In which month is Thon Thon festival celebrated in the Lahaul - Spiti region of H.P.?	
A	February	
В	April	
С	August	
D	September	
Cor	rect Ans: B	
	ncode: SE1087 : Who introduced the British varieties of apple in the Shimla region of H.P. ?	
A	Captain R.C. Lee	
	Satya Nand Stokes	
В	Bala Nand Chauhan	
D	Alexander Couts	
	rect Ans: D	
Confect Allon D		
Itemcode : SE1088		
Q88: According to 2016-17 H.P. Economics Survey there were 13 silk yarn reeling units in H.P. in the private sector. How many of them are in Solan District?		
A	Three	
В	Тwo	
С	One	
D	None	

Correct Ans: D Itemcode: SE1089 Q89: What is the capacity of Sainj Hydro Electric Power Project? A 100 MW 130 MW С 450 MW **D** 856 MW Correct Ans: A Itemcode : SE1090 **Q90:** How much subsidy is given to the horticulturists in H.P. for anti - hail nets ? 30 percent 50 percent 70 percent 80 percent Correct Ans: D Itemcode : SE1091 **Q91:** Who is the father of Indian Green Revolution? S.S. Johal Norman Borlaug c Bimal Jalan Mahender Singh Tikait Correct Ans: B <u>Itemcode</u>: **SE1092** Q92: Who coined the term Hindutva? Balraj Madhok **B** V.D. Savarkar K. Hedgewar M.S. Golwalkar Correct Ans: B Itemcode: SE1093 Q93: When did India launch its first space craft Chandrayaan -I? **A** 2004 AD 2006 AD С 2008 AD 2010 AD Correct Ans: C Itemcode : SE1094 Q94: When did the first devaluation of Indian rupee take place? **A** 1963 AD 1964 AD В 1965 AD 1966 AD Correct Ans: **D** Itemcode: SE1095

Q9	Nuclear tests conducted by India at Pokhran in 1998 were code named as operation ?
A	Shakti
В	Buddha
С	Shivaji
D	Prakram
Cor	rect Ans: A
	ncode : SE1096 : Among the following in which country there is no personal income tax ?
A	St. Lucia
	Togo
В	
С	Qatar Tunisia
D	rect Ans: C
Coi	Tect Alls. C
<u>Iter</u>	ncode : SE1097
Q9	7: Which country defeated India at the Group stage match of Men's Kabaddi at 2018 Asian Games ?
A	Japan
В	South Korea
С	North Korea
D	China
Cor	rect Ans: B
T1	visto acciona
	ncode: SE1098 3: What was the venue where the separated families of North and South Korea met recently?
Α	Humbung
В	Chongjin
С	Incheon
D	Mount Kumgang
	rect Ans: D
	ncode : SE1099
	3: In which city of China was 2017 Miss World Competition held ?
	Sanya
В	Shanghai
С	Canton
D	Shenzhen
Cor	rect Ans: A
Iter	ncode : SE1100
	90: Which strait lies between the Andaman Sea and South China Sea ?
A	Palk Strait
В	Dover Strait
С	Sunda Strait
D	Malakka Strait
Cor	rect Ans: D